

information stored in memory 220 will be described in detail below. Access to product identification server 218 may be controlled by information contained in access data module 222. A variety of different methods may be used to control access to product identification server 218. In one embodiment of the invention, the user is required to enter a personal identification number (PIN) before accessing product identification server 218. The overall operation of product identification server 218 may be governed by an operating system program 224 in conjunction with a controller 226. Operating system program 224 and controller 226 may be implemented with conventional programs and electronic components that are well-known to those skilled in the art. Product identification server 218 also includes an interface 228, such as a modem, that allows product identification server 218 to communicate with the Internet 210.

In one embodiment, the present invention is configured to assist a user in managing the user's wardrobe. Product information server 218 may include at least some of the components shown in the wardrobe server disclosed in co-pending U.S. Patent Application Serial No. 09/____,____^{798,232} (attorney docket number 5222.00114), entitled "Online Wardrobe," the entire disclosure of which is hereby incorporated by reference.

Figure 3 illustrates a method of obtaining product information and purchasing products in accordance with an embodiment of the invention. First, in step 302, a user observes a product in its real world usage context. Consumers may make better purchasing decisions when observing a product as it is intended to be utilized instead of observing a product in a package in a store. In step 304, the user scans a tag embedded in the product. The user may utilize mobile terminal 204 to scan and RFID tag 202 embedded in the product to obtain product identifying information. Product identifying

300 it is determined whether the user wants to purchase the product. The user may purchase the product by selecting purchase button 402. If the user desires to purchase the product, order information may be transmitted to the computer connected to the computer network in step 312. Order information may include an identification of the user, a credit
5 card number or any other information that may be used to purchase the product. The user may request additional product specification information by selecting request more information button 404.

If the user does not want to purchase the product, in step 314 it is determined whether the user wants to store an identification of the product. The user may select wish
10 list button 406. An identification of the product may be transmitted to the computer connected to the computer network in step 316. Figure 2 shows product identification information stored in memory 220. The information stored in memory 220 may be used by the user to purchase products at a later time. The user may access information stored in memory 220 from the mobile terminal or another device (not shown) configured to
15 communicate with product information server 218. In one embodiment of the invention, the information stored in memory 220 may be retrieved by the user via a kiosk installed in a store. One example of a suitable kiosk configuration is disclosed in co-pending U.S. Patent Application Serial No. 09/____,____ ^{798 232} (attorney docket number 5222.00114), entitled "Online Wardrobe." In another embodiment of the invention, product identifying
20 information and the identification of stores and websites that sell the product may be stored locally in mobile terminal 204.

The present invention may also be used by merchants to increase sales. Figure 5 illustrates a method that may be practiced to reward consumers who display products to